

# DO YOU KNOW THAT IT COSTS \$25,000,000 TO ELECT A PRESIDENT?

Twenty-five millions of dollars! That is the enormous sum that will be expended during the coming three months in electing the next President of the United States.

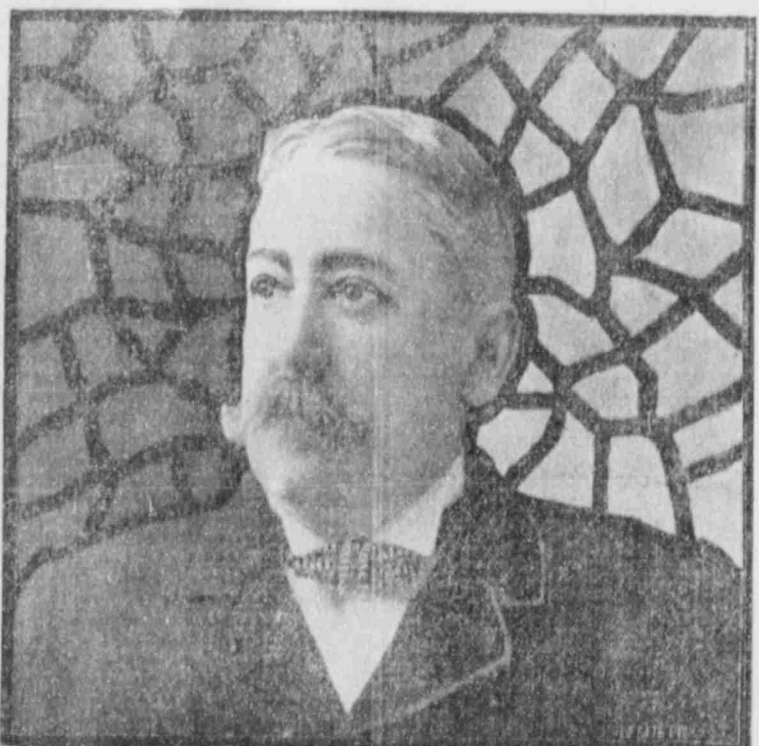
According to the estimates of some political leaders, a much larger sum will have been spent by the time the campaign ends. Twenty-five millions of dollars is accounted a conservative estimate, says the New York Herald.

Upward of that sum was used in the campaign of 1896, and more money will be expended this year. Both parties are more prosperous now than they were in 1896.

Unless one could get behind the scenes and account for the bulk of this vast sum few probably would believe that so many millions could be used by the politicians in so short a time. With each succeeding presidential election it has become easier and easier for the managers on both sides to use money bounteously. This does not mean that there is to be a wholesale debauchery of voters. No one knows just what proportion of the twenty-five millions will go to purchasable voters. It is known, however, that only a comparatively small part of the total will be used in this way.

With the opening of national headquarters in this city last week by the Republicans the campaign to re-elect President McKinley was got under way. The Democrats have not yet formally begun their fight, although they soon will be doing in Chicago practically the same thing that the Republicans already are doing in this city. The Republicans, unlike the Democrats, already have decided upon having two great national headquarters—one in New York and one in Chicago. The Democrats may open a national headquarters here later, but they will start the campaign with Chicago as the Democratic storm center.

## HON. JOSEPH H. MANLEY OF MAINE, SENATOR HANNA'S CHOICE FOR THE REPUBLICAN EXECUTIVE COMMITTEE.



Hon. Joseph H. Manley, of Augusta, Maine, whom Senator Hanna named for the Republican executive committee, thinks this is the best portrait for which he ever has sat. It illustrates the famous politician in his most amiable mood.

## "Spellbinders" Alone, of Which There Will Be More Than 61,000, Will Cost Over \$11,000,000, and Phonographs and Stereopticons Are Not Had For Nothing.

It was an old idea of James G. Blaine that a presidential campaign should be conducted from two central points. The Plumed Knight used to impress the importance of this view upon his Republican friends, but the idea never was formally adopted until the campaign of 1896. When Marcus A. Hanna became chairman of the Republican National committee he decided to try Mr. Blaine's plan, and it was found to work admirably. It is being followed again this year, and Senator Hanna, as commander-in-chief of the Republican forces, will divide his time between the two national headquarters.

Senator James K. Jones, chairman of the Democratic National committee, has not yet made arrangements for formal headquarters elsewhere than in Chicago. The managers of William J. Bryan's canvass four years ago conceded the East to McKinley at the onset of the fight, and for that reason were content to have desk room in the headquarters of the Democratic State committee. Mr. Bryan, Senator Jones and other Democratic leaders this year believe there will be strong tactical advantages in having headquarters in New York and in conducting a stiff fight in what they used to call "the enemy's country." This done, the general outline of the Democratic and Republican campaigns will be similar.

It was repeatedly asserted by Mr. Bryan's supporters in 1896 that they had little money with which to conduct their campaign. Despite this statement, well informed politicians estimate that the Bryan managers had not less than \$2,500,000 for use in that campaign. It is conceded on all sides that the McKinley managers had as much, and by many they were credited with possessing a much more substantial campaign fund. All kinds of politicians agree that the two national committees had at least \$5,000,000 apiece in the fight of four years ago, and the same authorities are unanimous in declaring that the two committees will have fully as much this year. For every dollar that the national committees raised in 1896, it is a conservative estimate that the state committees of the two parties will spend four, and this will make up the total of \$25,000,000 that the election will cost.

To show where so much money goes, a study of the cost of campaign speeches alone is very instructive. Each national committee spends at least \$500,000 for speeches, and the state committees spend ten times as much more. There is one item of eleven millions. The Republican National committee this year will send out twenty-five hundred speakers from New York headquarters, and the Democrats will send out the same number from Chicago. The Democrats will send

out an equal number. These speakers cost on the average \$19 a week, that sum, including salaries to the spellbinders and an expense allowance of \$5 a day. Some of the campaign speakers receive salaries as high as \$50 a week, while others are content with \$25 a week and their expenses. The average cost of these speakers to the committee is \$19 a week, and they are on the stump eight weeks.

While the national committee of each party thus will have five thousand five hundred speakers out, the various state committees will have ten times as many more on the stump. The salaries of speakers engaged by the state committees may be less than those paid by the national managers, but the state committees have to pay the rental of all the buildings in which campaign meetings are held. This item adds tremendously to the total.

One of the most expensive items in the campaign next to the speakers is that of printing and stationery. For this each national committee spends at least \$500,000. The number and size of the documents sent out have increased with each campaign, and this year it is expected that the McKinley and Bryan managers each will send out no less than a hundred million documents. Before the Garfield-Hancock campaign was half over the Republicans and Democrats had sent out more than twelve million documents and this style of campaigning has become more popular with each presidential contest. The bulk of this matter is sent by express to the chairman of the various state committees. A great deal of it goes free, being franked from Washington. Speeches delivered in Congress by Republicans and Democrats constitute a large part of the campaign matter, and Republicans and Democrats alike take advantage of this opportunity to get to the voters speeches favorable to their side in the contest. Each national committee sends out five million buttons and five million lithographs, all of which are distributed through the state chairmen of the two parties.

To follow the movements of Senator Hanna or Senator Jones for twenty-four hours is to get an insight into what is probably the greatest problem of organization ever known. Shrewd, far-seeing men who organize trusts or other great enterprises have comparatively simple tasks with which to cope. These two great generals of the campaign of 1900 are organizing machinery as complete and substantial as anything ever known in the history of the world, but they are not doing anything but electing a president. If they were organizing hundred year presidential duels they could not be more thorough and systematic.

The national chairman maps out the

steps are being taken to insure success at one point and to avert disaster at another, a second and final canvass is begun. This usually is completed two weeks before the election. By that time a large proportion of the doubtful voters have taken sides and can be classified. The result is a canvass which shows with fair clearness the probable result of the election. Once again the managers of the two parties search for the important weak spots, deciding the points at which to do the hardest work in the closing days of the campaign.

Some novel campaign methods will be resorted to by the two parties this year. The Republicans already have adopted the plan of sending out a large number of phonographs, which will be used in small places. Eloquent party speakers, like Representative Dilliver of Iowa, and Representative Dalzell of Pennsylvania, have been making speeches into the machine. The Democrats, on the other hand, will make free use of stereopticons. James K. Maguire, chairman of the Democratic State committee of New York, already has arranged to give Democratic State. He will send out these slides on a schedule in every respect similar to that made by a theatrical manager who puts a show "on the road." The maps in novel ways. They will send out thousands of maps of the world, showing the American flag floating over places, Puerto Rico and Cuba.

Upward of four million million will be cast for McKinley and Bryan, and it is to get these votes to the point that such tremendous campaign funds will be required by the two parties.

## COL. W. W. ROCKHILL, PRESIDENT MCKINLEY'S SPECIAL ENVOY TO THE CHINESE COURT.



President McKinley's object in sending the famous explorer of the Orient, Col. W. W. Rockhill, to Peking is to offer the alternative of honesty or punishment to Emperor Kwang Su and the Dowager Empress. The colonel has traveled not only in China, but through Tibet, the most dangerous country in the world for a white man. He converses fluently in the principal Chinese dialects and understands the racial characteristics.

## BRAVE KING HUMBERT.

He Was the Most Democratic and Most Charitable of Monarchs.

That in a kingdom where, according to government statistics, nearly 5,000 homicides took place during the year 1899—that is to say where one Italian killed another Italian every two hours throughout the entire twelve months—the sovereign should be laid low by the hand of an assassin need excite no surprise. It is the death which Humbert has all along expected, to which he has been repeatedly exposed, and for which he, in all probability, would have expressed his preference had he been permitted to make his choice.

For Humbert was above everything else a soldier—the only monarch in Christendom bearing on his body the scar of a wound received in battle, and as such would naturally prefer a quick and virtually painless end by means of a bullet in the heart, to a slow and lingering death from any one of the severing ailments with which he was afflicted.

Humbert was absolutely fearless, his gallantry on the battlefield of Custoza in 1866 having redeemed in the eyes of his countrymen the crushing defeat sustained by Italian arms at the hands of Austria on that occasion. Indeed, had it not been for some of the veteran generals of his father, General Bixio in particular, who realized the value to the life of the king, he would have been killed. For they were obliged to carry him off from the battlefield by main force.

Humbert shared with King Oscar of Sweden, and with King Humbert of Portugal the distinction of bearing on his breast a medal for saving human life, and it was conferred upon him by the parliamentary commission charged with the examination and determination of the annual award of the order for civil valor. The circumstances under which he won this medal, which he prized more highly than any of his other decorations, were as follows: A house in the course of being built, and almost completed, in one of the poorer quarters of Rome, had collapsed and buried a number of laborers in its ruins. Humbert, on hearing of the accident, hastened to the scene and took charge of the work of rescuing the entombed men. Although the danger of a fresh fall in the ruins was considerable, the king was the first to descend a rickety ladder into the cellar, whence the muffled cry of the buried men could be heard, and when he had groped his way to the poor fellows he remained with them, encouraging and comforting them, until it was possible to move them.

One man, whose head and shoulders were above the debris, but whose legs were held fast by the heavy beams, which it took hours to remove, was especially sustained by the king's courage. Humbert sat by the side of his poor half-buried subject, holding him by the hand, wiping the moisture from his brow, administering to him both wine and comfort, and deeding to leave him until he had been extricated from his plight. To another poor fellow who feebly tried to thank him as he lay on a stretcher with a foot crushed the king said:

"Don't talk now, it will make you worse. You will soon be all right again."

The only moment in which he seemed to think of anything beyond the scene around him was when he ordered a message to be sent to the queen, who was waiting for him for luncheon. Informing her that he was offering assistance, and that there was no cause for anxiety.

Indeed, wherever any catastrophe had occurred entailing loss of life or injury it was always King Humbert who was the first upon the scene offering assistance, and directing the work of rescue, while few can forget his mem-

ed, and Prof. Morandi continued his daily lessons by Victor Emmanuel's bedside.

Unlike Humbert, the new king of Italy has been reared in a palace, and is personally acquainted not merely with most foreign rulers, but also with most of the statesmen of the countries with which Italy enjoys international intercourse. While this has served to broaden his mind, it has likewise had the effect of destroying his illusions and rendering him somewhat cynical.

For I remember that on one occasion when he was asked whether he did not intend to follow the example of so many other royal personages and write a book about his travels, he replied sarcastically:

"Why should I, as long as I am debased by my position from telling the truth?"

It is pleasant to be able to state that the new king of Italy is as happy in his home life as his father had been before him. For, although the first few months of Humbert's marriage were marred by the intrigues of a patrician beauty of Milan, the notorious duchess of Little, yet she soon vanished from the scene in obedience to an order from old King Victor Emmanuel to "travel abroad," and from that time forth the domestic happiness of the royal couple was unclouded. Perhaps the bond between the new king and queen is even more close than that between Humbert and Margherita.

For whereas the tastes of the late king differed from those of his consort in many particulars, notably with regard to music, which she is passionately fond of and which he abhorred, theatrical entertainments to which she is addicted and of which he was a sworn foe, art, of which she is a connoisseur, whereas he understood nothing thereof, the new king and queen have well nigh all their tastes in common. They are both fervent collectors of coins, of which they possess an unrivaled collection, the king in particular being celebrated as one of the foremost numismatists in Europe.

In addition to the attempts upon the lives of the crowned heads and royal personages of the old world that reach the ears of the public, there are a still larger number that take place and concerning which the strictest secrecy is observed. In fact, the police and the government authorities are the first to wish affairs of this kind to be kept quiet, since the attempts of this kind imply popular discontent, and likewise a lack of respect for the crown and the government.

## SOLDIER'S FAREWELL, SNAPSHOT OF ONE OF THE GALLANT BOYS OF THE FIGHTING FIFTH LEAVING FOR CHINA.



## FINANCIER OF RUSSIAS.

Adolf Rothstein's Career Intertwined with Romance.

In spite of Russia's railroads, swift cruisers, and great commercial enterprises, the charm and mystery of the medieval dwell within the land. It is a country of intrigue, where mighty upheavals proceed along hidden channels, guided by powerful and dexterous hands. And, as in the middle ages, the hand that shapes destinies is often the hand of a woman. The great soft heart of a fair woman, the great ends, it is true, are not accomplished today even in Russia by the poison cup or the poniard, but an instrument as deadly and more subtle, more sure—the rifle.

The presence in America today of the great Jewish financier, second only in power in the realm of the czar to the fiscal minister (Witte) himself, Adolf Rothstein, has been widely chronicled. The story of his rapid rise from the almost hopeless obscurity of a penniless boy to the position of the greatest financial magnate, even to the ranks of the hereditary nobility of the Czar, is a story of triumphs, has been told, but outside a little circle in St. Petersburg few suspect that even in the career of the cold-blooded financier the eternal feminine has played its part.

To those who are acquainted with his history, and who are not content with the superficial and sensational aspects of things, could appear more remote than the great financier and the tender passion. Adolf Rothstein would be the last man one would pitch upon as calculated to entertain a passion. He is wont to be seen in a circle of chess cannot be won with the heart, but with the head. He regards life as a chessboard, and acts accordingly. Nor is his appearance prepossessing. His shoulders are bent, his hair and beard are of a reddish brown, and he wears the strongest of glasses, and positively squint; he has irregular teeth, and his expression is that of a hater of mankind.

Nevertheless, if the St. Petersburg story be true, and it is credited by those in a position to know, Mr. Rothstein has had his romance even as the poor student, who while the student's soul was in the grasp of a broken heart, the banker's intrigue nearly resulted in the collapse of the great railroad, the failure of prominent Russian capitalists, and in almost in its stead a mighty minister.

Here is the story told of five exclusive clubs and salons in the czar's capital. Some fifteen years ago there dwelt in the City of Moscow a young Hebrew woman of extraordinary gifts of mind and form. She was of the class that have no name. The Romans might have called her Lydia, the French might name her Zara or Nana. She was a woman of the most refined and refined of her kind. She combined the brilliancy of the Hebrew with the pure features of the Greek. She was of medium height and, exquisitely formed, and her motions had the grace of a ballerina. She was a native of Spain. But she had more than mere beauty. She had a brain and burning ambition, so that even as she feasted and made merry with the czar's courtiers of the Moscow cafes she dreamed of the day when she would dwell with the mighty and set her heel on the neck of ministers and potentates.

Martha ascended the first step of the ladder by the help of one Lissanevitch, Lissanevitch was a substantial bourgeois, a man of fair means and few ideas, who did a good trade in one of the principal streets in Moscow. He met the young woman, fell in love with her and married her. For a while they lived together—history does not say happily or otherwise—but the position of mistress of a bourgeois household, however comfortable and free, was not to Martha Lissanevitch's scheme of life. The desire for freedom from the cares of the struggle for existence, which were new hers, she employed in evolving schemes that should advance her

stein was actuated by a passion stronger than desire for gold. It was in the world of finance that the effects of the coalition made themselves apparent. Advised by the wife, bank, means speculated on an immense scale by one single coup she won \$3,000,000, while other smaller transactions extending over a period, it is thought, of some ten years, netted her an additional \$10,000,000. Among the securities with which she justified was the stock of the Moscow-Yaroslavl railroad, the directors of which had lost \$10,000,000 owing to her machinations.

Of the losses, the heaviest was M. Mamontoff, one of the principal directors of the railroad, who was left with a debt of three and a half millions. Mamontoff, however, did not take his misfortune in a Christian spirit. He went straight to the czar, told him the whole story, laying particular emphasis on the part played in it by the spouse of the trusted minister of finance. The ruler of all the Russias, then whom no man is more honest himself and a bitter hater of dishonesty in others, fell into a state of rage. He ordered Mamontoff's action, hastened to his imperial master in order to patch things up as best he could. Admission to the presence was refused him. The minister was in despair. He even so the story of the scandalous episode. However, matters were finally arranged somehow and Witte was restored to favor.

The beautiful Matilda had this time come too far. One of the stipulations upon which her husband's rehabilitation depended was that she should remove herself from the realm of the czar and stay removed. She is now a sojourner in Nice, in the south of France, which is a well known haven for Russian exiles. She dwells in considerable comfort in a handsome villa, while her spending money she has a few millions over from what she acquired during her years of lively speculation.

As for M. Rothstein, he appears to have come out all right, for he is a bigger man today than he ever was.

It saved his baby.

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